

IN THE CLAIMS

Applicant has requested amendment to claims 1 and 5-7, a copy of each of these claims being presented herein. A marked-up version of these claims indicating insertions and deletions entitled "Version With Markings Showing Changes Made" is included as an attachment to this amendment.

Sub B1

--1. (Amended) An information transmitting method for transmitting a program guide information together with a broadcasting program, wherein

commercial information which corresponds to said program guide information and which is displayed on a program guide screen in a receiver is transmitted together with said program guide information; and

wherein further detailed information is transmitted in accordance with said commercial information when a cursor is moved onto a program column of said program guide

screen.--

Sub B2

--5. (Amended) The information transmitting method according to claim 1, wherein said program guide information is composed of a plurality of hierarchical levels in accordance with the data size, the first hierarchical level having a small amount of data includes identification information for identifying said commercial information and the second hierarchical level having a large amount of data including identification information for identifying said commercial information and the actual commercial information.--

--6. (Amended) A receiving apparatus for receiving a broadcasting signal including commercial information and electronic program guide information, comprising:
separating means for separating said program guide information from the received

~~broadcasting signal, and~~

processing means for displaying commercial information in a part of a display area and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated electronic program guide information, wherein said processing means when a cursor is moved onto one program column on said electronic program guide screen, performs display processing to sequentially display plural items of commercial information included in one program onto which the cursor has been moved in said part of the display area on said electronic program guide screen.--

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cont

--7. (Amended) The receiving apparatus according to claim 6, comprising:
communication means for communicating with an external computer through a computer network, wherein

said processing means retrieves further detailed information in accordance with said commercial information from the external computer through said communication means based on an address information included in said commercial information to display said further detailed information in said part of said display area when said cursor is moved onto one program column.--

Please add new claims 8-26 as follows:

--8. (New) The receiving apparatus according to claim 6, wherein

said processing means, when one program column is selected on said electronic program guide screen, performs display processing to display a program details screen showing in detail the program corresponding to the program column selected and to sequentially display plural items of commercial information included in the program in a part of the display area on said program details screen.--

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--9. (New) The receiving apparatus according to claim 8, wherein

said processing means, when commercial information being displayed in said part of the display area on said program details screen is designated, performs display processing to display a commercial details screen showing in detail said designated commercial information.--

--10. (New) The receiving apparatus according to claim 6, wherein

said processing means, when commercial information being displayed in said part of the display area on said electronic program guide screen is designated, performs display processing to display a commercial details screen showing in detail said commercial information designated.--

--11. (New) The receiving apparatus according to claim 6, wherein

said commercial information is commercial information of sponsors for providing said programs.--

--12. (New) The receiving apparatus according to claim 6, wherein

said commercial information includes address information of a computer on a computer network which provides detailed information of said commercial.--

--13. (New) The receiving apparatus according to claim 12, further comprising

communicating means for communicating with an external computer on the computer network, and wherein

said processing means, when said commercial information is designated, performs display processing to display detailed information by extracting the detailed information of said sponsor commercial from the external computer via said communicating means on the basis of the address information of the computer included in said commercial information.--

--14. (New) The receiving apparatus according to claim 6, wherein said

commercial information includes at least image data.--

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--15. (New) The receiving apparatus according to claim 14, wherein said commercial information further includes audio data.--

Sub B3/

--16. (New) A receiving method, comprising the steps of:
receiving a broadcasting signal including commercial information and electronic program guide information;
separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;
moving a cursor onto one program column on said electronic program guide screen being displayed; and
sequentially displaying plural items of commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said ~~electronic program guide screen~~;

A3
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--17. (New) The receiving method according to claim 16, wherein
when one program column is selected on said electronic program guide screen, a program details screen showing in detail the program corresponding to the program column selected, and plural items of commercial information included in the program are sequentially displayed in a part of the display area on said program details screen.--

--18. (New) The receiving method according to claim 17, wherein

when commercial information being displayed in said part of the display area on said program details screen is designated, a commercial details screen showing in detail the designated commercial information is displayed.--

--19. (New) The receiving method according to claim 16, wherein
when commercial information being displayed in said part of the display area on said electronic program guide screen is designated, a commercial details screen showing in detail the designated commercial information is displayed.--

--20. (New) The receiving method according to claim 16, wherein
said commercial information is commercial information of sponsors for providing said programs.--

--21. (New) The receiving method according to claim 16, wherein
said commercial information includes address information of a computer on a computer network for providing detailed information of said commercials.--

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Sub B47 --22. (New) A broadcasting system, comprising:
a transmitting apparatus for transmitting a broadcasting signal including commercial information and electronic program guide information; and
a receiving apparatus for receiving said broadcasting signal separating said electronic program guide information from the broadcasting signal received;
displaying commercial information in a part of a display area and an electronic program guide screen having program columns corresponding to a plurality of programs on the basis of the separated electronic program guide information;
moving a cursor onto one program column on said electronic program guide screen being displayed; and

sequentially displaying plural items of commercial information included in the one program onto which the cursor has been moved, in said part of the display area on said electronic program guide screen.--

--23. (New) The broadcasting system according to claim 22, wherein said commercial information is commercial information of sponsors for providing said programs--

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--24. (New) The broadcasting system according to claim 22, wherein said commercial information includes address information of a computer on a computer network which provides detailed information of said commercials.--

--25. (New) The broadcasting system according to claim 22, wherein said commercial information includes at least image data.--

--26. (New) The broadcasting system according to claim 25, wherein said commercial information further includes audio data.--

IN THE DRAWINGS

Please amend the drawings as set forth in the accompanying Request for Approval of Drawing Changes.